A

Research Plan

On

A Study of Tourism Destination Competitiveness in Rajasthan and its Influence on the Travel Preference of Japanese Tourists

For

Partial fulfilment of Ph. D. Degree in Commerce

Submitted by

Ashok Singh Rathore

Supervisor

Prof. (Dr.) A. K. Raina

Post Graduate Dept. Of Commerce

Maharana Pratap Govt. P.G. College

Chittaurgarh

Co-Supervisor

Dr. Sushil Kumar Rai

Assistant Professor

FASC- MITS

Lakshmangarh

Department of Commerce

Faculty of Arts, Science and Commerce (FASC)

Mody Institute of Technology and Science (MITS)

(Deemed University under section 3 of UGC Act 1956)

Lakshmangarh, Sikar (Rajasthan – 332311) INDIA

APP. 11/9/13

APPENDIX

FORMAT FOR OUTLINE OF PROPOSED RESEARCH WORK

1. Name of Scholar : **Ashok Singh Rathore**
2. Title of the Research work : **A Study of Tourist Destination Competitiveness in Rajasthan and its Influence on the Travel Preference of Japanese Tourists**
3. Location : **Mody Institute of Technology and Science, Lakshamangarh, Sikar, Rajasthan**

4. Introduction : **Annexure I**

5. Importance of Proposed Research Work : **Annexure II**

6. Review of Literature :**Annexure III**

7. Objectives of the Study : **Annexure IV**

8. Research Methodology : **Annexure V**

9. Chapter Formation : **Annexure VI**

Ashok Singh Rathore
(Research Candidate)

Out line of Synopsis approved

29/6/2013
(Dr. Abhinav Kamal Rai)

Supervisor

Dean

Co-supervisor

ANNEXURE I

INTRODUCTION

Tourism as an industry has been flourishing and growing since time immemorial, but it has been in the last few decades that specific attention has been given by the governments for understanding its economic and competititive benefits. Until the **19th century**, travel for recreation was only undertaken by the elite. With the advent of rail, mass travel was available and travel for the purpose of **recreation, pilgrimage, leisure and adventure also** began to expand, which has remained unexplored till then. And today, when the world has become a Global village, travel has increased manifold and tourists from all parts of the world are travelling and visiting various destinations for various reasons. The **World Travel and Tourism Council** (WTTC) estimates that by the year 2022 tourism will contribute **22.5** percent of the world's GDP and can generate **66** million jobs[1]. Tourism is a multi dimensional industry with heterogeneous group embracing large variety of trades and industries, which are supplying the tourist needs as their common function. Tourism supply is the combination of natural and man made attractions, services or goods that are likely to induce people to visit a particular tourism products. Indian people over the years have sharpened the creative senses, artistic skills and have created the most opulent and richest of treasures. Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the tax levied on businesses in the tourism and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, accommodation such as hotels, restaurants, bars, entertainment venues and other hospitality industry services such as spas and resorts. Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intra-bound tourism because many countries are experiencing tough competition for inbound tourists. Some national policy makers have shifted their priority to the promotion of intra-bound tourism to contribute to the local economy.

Service quality has been a frequently studied topic in the service marketing literature and for determining that lead for tourism motivation, Choices and preferences. Efforts to understand and identify service quality influence have been undertaken in the last three decades. A topic of particular interest in service quality research is the issue of measurement. Following the introduction of the SERVQUAL instrument (**Parasuraman et al., 1985**)[2], many scholars have

attempted to replicate and refute its structure and conceptualization (**Carman, 1990; Cronin and Taylor, 1992; Teas, 1993**). Much of the research to date has focused on measuring service quality using the SERVQUAL instrument. Subsequently, research on the instrument has been widely cited in the marketing literature and its use in industry has become quite widespread (**Brown et al., 1993**).

Today culture, heritage, history, art craft, food, painting are various to justify travel. Japanese tourist's visit in India in order to explore the vast diversities, ethnicity, culture ethos, music, art and even the pilgrims sites along with fun and entertainment. India and Japan have resolved to strengthen cooperation in tourism sector. In a meeting between Government of Japan and India it is decided that both the countries will identify areas for working together and explore new opportunities in tourism sector especially in the field of human resource development, exchange of tour operators, investment in the tourism sector and exchange of information related to tourism sector. Japan is one of the top ten tourist generating markets for India as for as inbound tourism is concerned. Numbers of Japanese tourist visiting India in 2011 is 193525[3]. There is a strong interest of Japanese Tourists in places connected with Buddhism in India. A tourist visa-on-Arrival shall be granted to a Japanese National Whose sole objective of visiting India is recreation, sight seeing, casual visit to meet friends or relatives, short duration medical treatment or casual business visit etc and no other purpose/ activity. The highest number of visitors in the business and professional category were from China (60.0%) followed by Japan[4] (56.9%). Japanese tourist visits to Rajasthan having a purpose to explore heritages sites, rural Rajasthan palaces, forts, and desert, Havelies, stair well and also for business opportunities. One more reason of visit of Japanese tourists is the Rajasthan is easily accessible to other states in India through air and rail and the two major tourist destinations in India, Delhi and Agra are in close proximity to the State. In Rajasthan, Japanese tourist enjoy Fair and festivals, elephant and camel rides and they are very much found of doing photography at tourist destinations.

1. Economic Impact of Travel & Tourism; World travel and tourism Report ;Mid Year Update ; 2012
2. Parasuraman, A. et al. (1985), "A conceptual model of service quality and its implication", Journal of Marketing, Vol. 49, Fall, pp. 41-50.
3. A Press Notice; Press information bureau of India; Market Research Division Ministry of Tourism; Govt. Of India;, 2013
4. India Tourism Statistics; Government of India; 2010

ANNEXURE II

Importance of Proposed Research Work

Tourism makes a significant economic contribution to the economy. Tourism's economic contribution is highlighted by estimates provided by the WTTC that tourism and travel presently accounts for more than 100 million jobs, generates over US $2 trillion in travel and tourism related demand and approximately US $400 billion in export earnings[5]. The importance of tourism industry as a contributor of economic growth is so widely accepted, throughout the world that a growing trend of investment continues to bore in its development. Tourism industry has grown rapidly to become a major economic force in the world. The gains of tourism industry cannot be restricted to the immediate economic profitability. As the tourism industry becomes increasingly global, it has become necessary for individual firms, as well as destinations to establish strategic alliances with other organizations and destinations. Many nations seek to enhance their ability to complete by forming a broad range of working relationships that complement their structures as well as their marketing technical capabilities. Competition among firms creates an environment for excellence. Travel and Tourism Competitiveness Report provides a platform for multi-stakeholder dialogue to ensure the development of strong and sustainable Travel and Tourism industries capable of contributing effectively to international economic development. Encouraging the development of the Travel and Tourism (T&T) sector is all the more important today given its important role in job creation, at a time when many countries are suffering from high unemployment. The sector already accounts for 9 percent of GDP, a total of US$6 trillion, and it provides 120 million direct jobs and another 125 million indirect jobs in related industries. This means that the industry now accounts for one in eleven jobs on the planet, a number that could even rise to one in ten jobs by 2022, according to the World Travel and Tourism Council. Indeed, the UNWTO reports that international tourist arrivals grew by 4 percent in 2012, and forecasts that they will continue to increase by 3 percent to 4 percent in 2013. Although this trend is primarily driven by increasing demand from the emerging-market middle class, the picture has also been brightening for many developed economies. Industry players have made commitments to a low-carbon economy through several initiatives aimed at optimizing operations, retrofitting, recycling, and preserving the environment. India is ranked 11th in the region and 65th overall, gaining three places since the last edition. As with China, India is well assessed for its natural resources (ranked 9th) and

cultural resources (24th), with many natural and cultural World Heritage sites, rich fauna, many fairs and exhibitions, and strong creative industries. India also has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd), although the quality of roads (85th) and of ports (79th) require further improvement. In addition, India remains a relatively price competitive destination (20th), even in the regional context. However, some aspects of its tourism infrastructure remain somewhat underdeveloped (ranked 95th), with very few hotel rooms per capita by international comparison and low ATM penetration. ICT infrastructure also remains somewhat underdeveloped and underexploited (111th). Another area of concern is the policy environment, which is ranked 125th because of the long time and high cost required to start a business, a restrictive visa policy (132nd), and low level of commitment in GATS agreements for tourism services (114th). Other areas requiring attention are health and hygiene standards (109th) and the country's human resources base (96th) (Travel & Tourism Competitiveness Report 2013). A competitive destination analysis depends on numerous alternative suppliers who must survive on the basis of services that are either unique or superior in some way or the other . A climate of competition stimulates improvement and discourages stagnation. There is a need for a research on the importance of different attributes of destination competitiveness in determining tourism flows for visitors in different market segments and for travel decisions made in different buying situations and contexts. The implications of the frame work for informing investment and other resource allocation decisions by public and private sector tourism stakeholders need detailed exploration.

Rajasthan is one of the most popular tourist destinations in India, for both domestic and international tourists. Rajasthan attracts tourists for its historical forts, palaces, art and culture. Every third foreign tourist visiting India also travels to Rajasthan as it is part of the Golden Triangle for tourists visiting India. Endowed with natural beauty and a great history, Rajasthan has a flourishing tourism industry. The palaces of Jaipur, lakes of Udaipur, and desert forts of Jodhpur, Bikaner and Jaisalmer are among the most preferred destinations of many tourists, Indian and foreign. Tourism accounts for eight percent of the state's domestic product. Many old and neglected palaces and forts have been converted into heritage hotels. Tourism has increased employment in the hospitality sector. The present study will A Study of Tourist Destination Competitiveness in Rajasthan and its Influence on the Travel Preference of Japanese Tourists

Towards testing the suggestive framework by application to specific marketing strategies and in identifying deficiencies and hidden market opportunities within Japanese tourists. From a marketing perspective, an understanding of the mechanics of bilateral tourism can inform strategies to individualise marketing campaigns and assist product development for specific markets. Tourism in India is another area where both the need and the scope for Japanese investment are very large. Tourism and hospitality infrastructure is open to 100% FDI on the automatic route. Japanese investments can focus on such internationally renowned tourism circuits in India's as the Golden Triangle, the Golf circuits, the sub-Himalayan tourist circuits in North India and the sea beach circuits in South India. These can be value-added with optimal connections with places of Buddhist interests like Bodh Gaya, Sarnath, Sanchi, Ajanta and Ellora. Secondly, total Japanese tourist arrival in India was about 4, 06,000 in 2012, which was less than approx 6 per cent of the overall foreign tourist arrival in India. JSG is of the view that there is a tremendous scope for activities aimed at increase in tourist arrivals from Japan.

Rajasthan also offers a number of tourist attractions for Japanese tourists. The increasing disposable incomes of Japanese citizens are propelling them out of their own country for spending vacations as tourists. The figures for Japanese outbound tourists have been growing exponentially and outnumber inbound tourists. However, even as a substantial share of Japanese outbound market is for destinations in South Asia, Rajasthan has not yet become a popular or accessible destination due to a variety of reasons. Increased two-way visits by tourists would facilitate better understanding of each other's society and culture. This would also facilitate people-to-people contacts and the two-way tourism envisioned in the Joint Statement of the two Prime Ministers of 2012. The Study Mission due from Government of Japan in 2005 to explore. Strengthening of tourism between India and Japan, as stated in the said Joint Statement, would throw up concrete, actionable steps in this direction. The JSG suggests that the two governments should encourage travel and tourism agencies of the two countries to interact more intensively. India and Japan should consider adopting a more facilitated regime in favour of granting more Visas to genuine tourists.

5. Jennifer Blanke and Thea Chiesa; The Travel and Tourism Competitiveness Report; World Economic Form; 2013
6. Identification of Tourism Circuits across India - Interim Report – Rajasthan; ILand FS; 2012

ANNEXURE III

REVIEW OF LITERATURE

The most comprehensive definition about competitiveness has been crafted by Ritchie and Crouch (**2003**) whereupon, by applying Porter's (**1990**) core diamond theory of competitive advantage, Ritchie and Crouch provided a discerning framework distinguishing comparative from competitive advantages. Comparative advantage elements are: human and physical resources, availability of knowhow, capital, tourism infrastructure, and historical and cultural assets. Competitive advantage includes audits and inventories, maintenance, growth and development, efficiency and effectiveness.

The Competitiveness among the various Tourism Destinations can be compare with the other Competitiveness parameter among with the products of same category and thus has an influence of decision making regarding travel and other tourist components. Although tourism having a number of features that differentiate it from the other products. Inter-industry competition (airlines, hotels, facilities, conventions, events, etc.) is also dependent upon and derived from the choices made by tourists between alternative destinations. Competition therefore focuses on the tourism destination, i.e., the destination is the unit of analysis (**Robertico Croes, 2010**).

Competitiveness has been identified in the tourism literature as a crucial factor for the success of tourist destinations (**Kozak & Rimmington, 1999; Crouch & Ritchie, 1999; Mihalic, 2000; Buhalis, 2000; Dwyer and Kim, 2003; Gooroochurn & Sugiyarto, 2005; Mazanec, Wöber and Zins, 2007; Chen, Sok, and Sok, 2008**)[7]. In the last ten years, three prominent journals dedicated special issues to this subject, namely *Tourism* (**1999**), *Tourism Management* (**2000**), and *Tourism Economics* (**2005**) as well as a number of competitiveness indices have appeared. These indices include the Global Competitiveness Report of the World Economic Forum (**WEF, 2013**), the World Competitiveness Report (**2011**) and the World Travel and Tourism Council Competitiveness Report (**2012**).

Despite the various definitions of destination competitiveness, it is observed that few frameworks have been developed to assess the competitiveness of a destination (**Hudson, Ritchie, & Timur, 2004**). Bordas (**1994**) argued that competition does exist between clusters of tourism business and a strategic plan is required to gain competitive advantages: low cost,

differentiation and specialization. Pearce (**1997b**) introduced the "competitive destination analysis" (**CDA**) to measure the competitiveness of tourism destinations. CDA is defined as "a means of systematically comparing diverse attributes of competing destinations within a planning context" (**Pearce, 1997**). The authors proposed that a destination can be considered as a hierarchy of entities – destination, tourism businesses including small and medium-sized enterprises (SMEs), and employee – together with the public-sector interventions that support and coordinate the strategic development of the destination to project a coherent image to potential customers. Ritchie and Crouch proposed a very comprehensive framework of destination competitiveness (**Crouch and Ritchie, 1999; Ritchie and Crouch, 2000, 2003**). The model incorporated the main elements of macro (national) and micro (firm) competitiveness, as well as comparative and competitive advantages of tourism destinations.

Modals of Tourist Destination Competitiveness

The model outlines a series of factors that play a determining role in the competitiveness of a tourist destination. It grouped these factors as primary and secondary depending on their relevance. In total, the model identifies 36 destination competitiveness attributes and more than 250 factors. Ritchie and Crouch's comprehensive definition seems to encompass some hidden assumptions in terms of cause and effect relationships. For example, they seem to imply that satisfaction generates increasing arrivals and that well-being of the residents is an outcome of profitability[8]. Application of this model can be found in Enright and Newton (**2004; 2005**) and Hong (**2008**).

The Dwyer and Kim's Destination Competitiveness Indicators (2003)

This model discusses a number of factors that are considered to impact tourism competitiveness, such as available resources (natural resources, cultural assets and heritage items), created resources (tourism infrastructure, available activities), supporting factors (infrastructure in general, quality of service, access to destination), and destination management factors. The destination is the unit of analysis and the role of price factor is emphasized as important on destination shares of total travel abroad. This model is substantially based on the Ritchie and Crouch model alluded to previously. The application of the model resulted in 12 factor of relevance, namely destination management, nature-based resources, heritage resources, quality service, efficient public services, tourism shopping, government commitment, location and access, e-business, night life, visa requirements, and amusement/theme parks.

General theories of competitiveness have been assimilated and adapted, and conceptual models of destination competitiveness have been developed which tailors these general ideas and theories to the particular characteristics of the tourism industry. As a result, destination competitiveness theory has developed to the point that empirical study is now possible and desirable. In more recent years the conceptual models have been applied to analyse specific destinations or tourism markets. The general conceptual model of destination competitiveness developed by Crouch and Ritchie (**1999**) and further refined (**Ritchie & Crouch 2003**) was employed as the basis for this research. This model has been widely reported in the literature and has been the basis for a number of other research studies into destination competitiveness.

Indicators of Destination Competitiveness

We can take number of criteria to assess the performance of tourist destinations on the table of competitiveness; however, this study will explore only four of these. These are the volume of tourist arrivals, the volume of repeat tourists, the volume of tourism receipts and the share of tourism receipts in Gross National Product (**GNP**) which are explained in detail below:

The volume of tourism receipts

The quality of tourists could be more important than their quantity to the success of any destination. For example, considering the expenditure level of each tourist could be more rational than the number of tourists in determining how tourism can provide benefits to the destination. Thus, the notion that the greater the number of Tourists, the greater the net income generated to the local economy sometimes cannot be supported. In that case, the volume of total tourism receipts yielded from international tourism could be an indicator of the measurement of destination Competitiveness, since the more the amount of tourist spending the higher the multiplier effect.

Issues of Existing Travel Behaviour Analysis Approaches

To make an integrated plan of transit systems and road networks in the future (about 20 years), person-trip survey has been widely applied in Japan, since it was first conducted in Hiroshima Metropolitan Area in 1967. By the time of December 2003, totally, 104 person-trip surveys were already carried out in 54 cities with the population of 500,000 and more. Four-step estimation procedure uses such data and only focuses on the analysis of trip based on the information about representative travel modes.

7. Mike Rimmington and Metin Kozak (1999) Measuring tourist destination competitiveness: conceptual considerations and empirical findings, International Journal of Hospitality management

To make policy decisions and evaluate their effects, it is necessary to understand the mechanisms of travel behaviour. However, travel behaviour usually includes several interrelated dimensions such as activity generation, choice of travel modes and departure time etc. Accordingly, it is difficult to explain travel behaviour from one single aspect. Traditionally, trip-based approach analyzes travel behaviour based on the following four steps: trip generation/attraction, distribution, modal split and assignment. Such four-step models are established based on only representative travel modes and main access/egress modes, and consequently ignore a lot of information about transfer behaviour and sequential dependencies among different choice dimensions.

The activity approach to studying urban travel behaviour is founded on the principle that the demand for travel is derived from requirements for participation in activities outside of the home **(Bhat and Koppleman 2000; Ettema et al.1993; Jones 1979; Jones et al. 1990)**.this perspective has led to what generally considered a paradigm shift in travel behaviour research **(Pas 1997)**[9]. The activity paradigm is characterized by a shift in focus from discrete trip making to constrained patterns or sequences of behaviour, driven by interpreted decisions, made with in a household context **(Jones et al 1990; Kitamura 1988; Pas 1985)**[10].

On the other hand, it is well recognized that activity participation determines travel behaviour and at the same time activity decisions are clearly influenced by available time and monetary constraints, capability constraint (physical constraints: e.g., minimum number of hours to sleep and eat and maximum travel speed), coupling constraint (e.g., schedule of co-workers influences the scheduling of a joint meeting), authority constraint (e.g., the opening hours of stores) and so on **(Arentze and Timmermans, 2000)**. Especially, activity-scheduling behaviour

Generally imposes strict timing and sequential constraints on some activities and trips, and consequently these activities and trips might be only performed at the designated time periods and places **(Zhang *et al*, 2005)**.. Thus, even though there is no detailed information about activity decisions in the person-trip data, it might be possible to make use of trip sequence information to indirectly reflect the influence of activity decisions.

8. Fang Meng, (2006) An Examination of Destination Competitiveness from the Tourists' Perspective: The Relationship between Quality of Tourism Experience and Perceived Destination Competitiveness; the Virginia Polytechnic Institute and State University thesis for Doctor in Philosophy, 2006
9. Pas, El; Recent Advances in activity-based Travel Demand Modelling.; In Texas Transportation Institute (eds.); 1997
10. Kitamura,R; An Evaluation of activity-based Travel Analysis Transportation 15,9-34: 1988

ANNEXURE IV

OBJECTIVES OF THE STUDY

Objectives:

1. To identify the factors that determines the destination competitiveness and to determine which critical factors that Rajasthan Tourism should focus on to improve tourism flows with Japan
2. To examine the present marketing strategies and policies adopted by the Department of Tourism. Government of India and Government of Rajasthan with focused on Japanese tourists.
3. To construct a conceptual framework for the development of Tourism industry in Rajasthan on the short and long term basis for tourists coming from North East Asia.
4. To study the motivational patterns of Japanese tourists preferences with respect to Rajasthan tourism products and services.
5. To study the Japanese tourist experiences visiting Rajasthan and its influence on perception on their future visit.
6. To identify the parameters that defines the success of using a tourist destination model in product promotion keeping in view the Japanese tourists choices and preferences.

Hypothesis for the present study

Ho.1 Marketing Strategies adopted by the Government of Rajasthan are insufficient to attract the Japanese tourists and influence their travel decision.

H_1.2 there is positive correlation between tourist destinations competiveness indicators in Rajasthan and Japanese Tourist arrivals in Rajasthan

ANNEXURE V

RESEARCH METHODOLOGY

In the present proposed research work on 'A **Study of Tourist Destination Competitiveness in Rajasthan and its Influence on the Travel Preference of Japanese Tourists',** data for analysing and interpretation will be collection from both the primary as well as secondary data regarding marketing strategies, competitiveness, policies adopted by Governments and motivational and behavioural factor that influence the Japanese Tourist. Further information will be collected through personal interviews **to evaluate the marketing strategies, Government policies, key products of tourism, financial activities, organisational structure, role of service providers, inflows of tourists and revenue inflows etc.** Information on various variables linked to the notion of destination competitiveness such as visitor numbers, market share, tourist expenditure, employment, value added by the tourism industry, its richness of culture and heritage , quality of the tourism experience etc will be collected through secondary data and based on the survey method.

For tracing the marketing approach and strategies the following secondary sources are necessary:

- Economic Review of Government of India and Government of Rajasthan
- Five Year Plans of Government of India and Government of Rajasthan
- Statistical outline of Government of India and Government of Rajasthan
- Annual Reports of Rajasthan Tourism Development Corporation
- Assessments of Receipts of (Government of Rajasthan) Finance Department
- Law relating foreign visitors Act

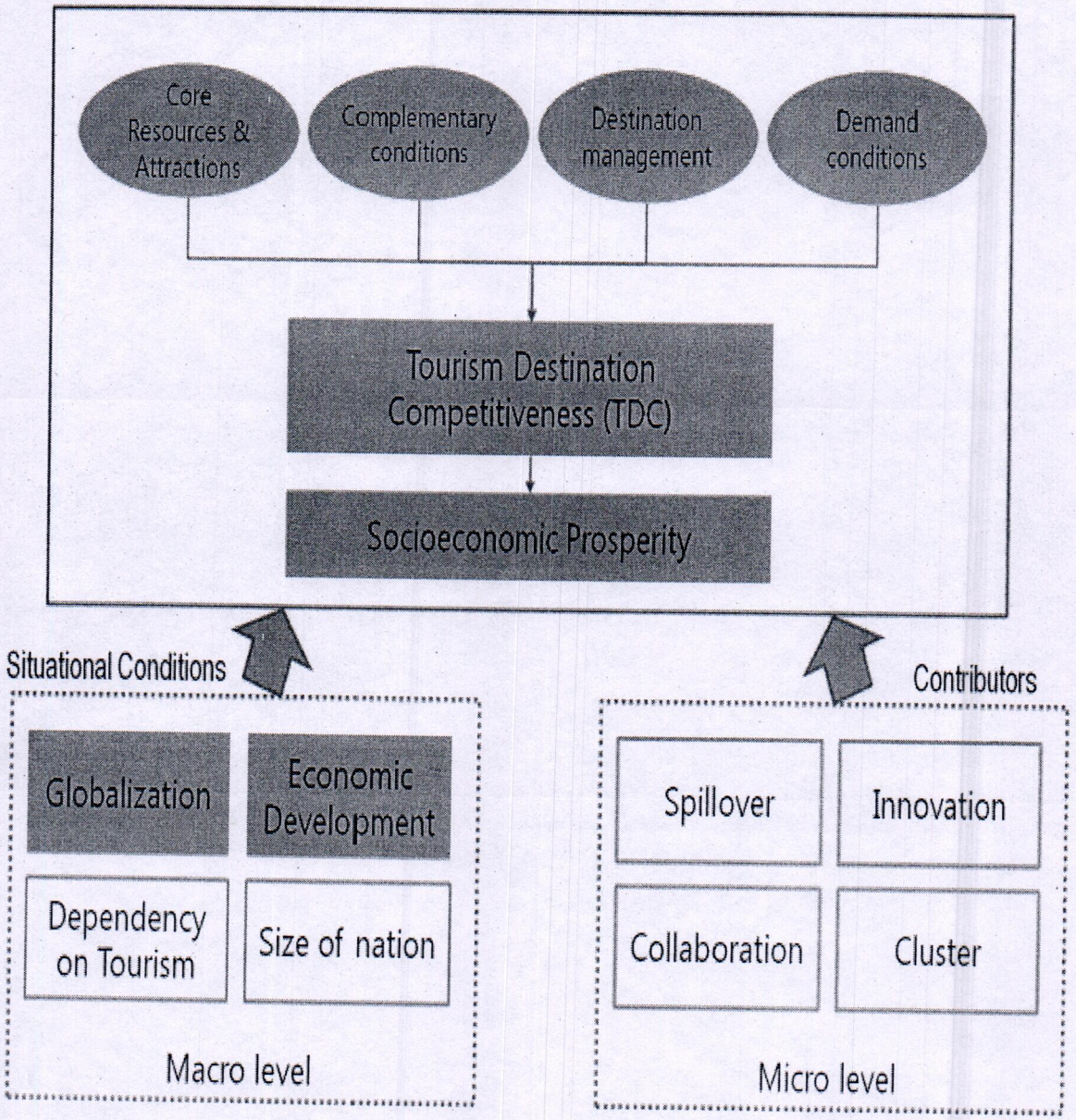
Some statistical methodologies for the proposed studies will be as follows:

STRUCTURAL MODEL OF THE STUDY

This study attempted to develop and empirically test a theoretical model of Tourism destination competitiveness. Drawn from empirical studies and research as well as concepts and theories, a conceptual structural model is proposed, as shown in Figure 1.1. The structural model in this study describes a logical flow among the constructs by Indicating the directions of the causes and effects of the interplay of factors relating to the Development preferences about tourism attractions/resources and support of destination Competitive strategies.

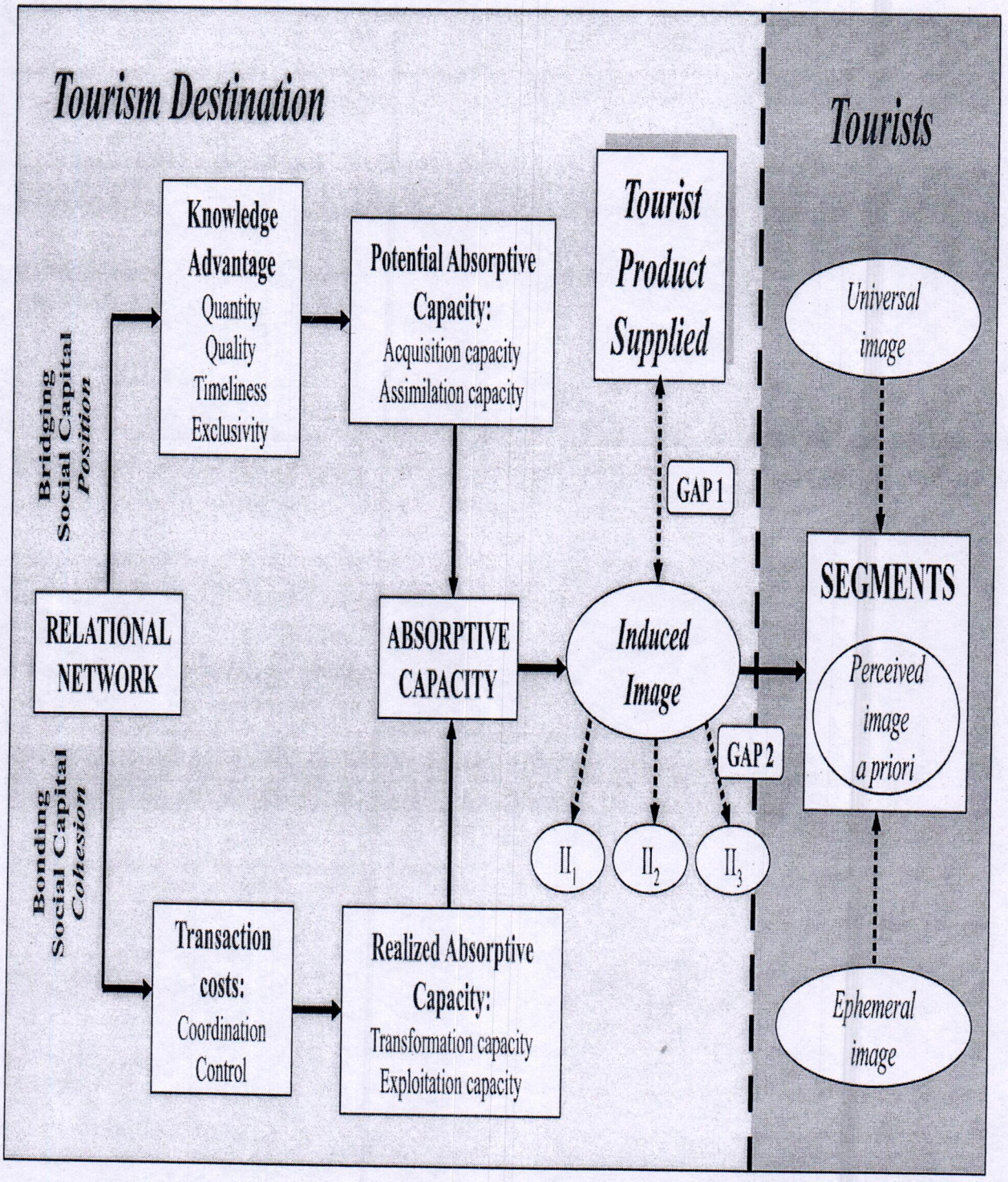
Structural Model of Tourism Destination Competativenss:

Methodoligical Overview



Source: Crouch and Ritchie 1999

Tourism Satisfaction Destination Model



Source: Elaborated from Guia (2000), Govers and Go (2004) and Miossec (1977)

The projected competitiveness and forecasting has been estimate with the aid of **Analysis of time series**. In this method the use of additive model will be applied by using the following formula:

Yt = Tt+Ct+St+Rt

Where

'Tt' represents Trend variations

'Ct' represents cyclical variations

'St' represents Seasonal variations

'Rt' represents Random variations

- **Interpolation and extrapolation**

  Under this method a demand forecasting and future projections can be made by applying various interpolation and extrapolation methodologies for tourist demand projections.

- **Regression Analysis**

Under this method two variables at one particular destination can be observed by seeing how one variable causes the change in the direction of the other. This method will help us to understand to predict independent variables and explained variables at one particular torism destination which can be obtained by computing the regression lines of X on Y and Y on X by using the following equation:

Y=a+Bx (regression equation of Y on X)

The constants a and b are determined by solving simultaneously the normal equations

$\Sigma Y = Na+b\Sigma X$

$\Sigma XY = a\Sigma X+b\Sigma X^2$

14 | Page

The other methodologies will be as follows:

- **Destination Structural Analysis**
- **Site analysis**
- **Econometric and Statistic Approach**
- **Socio-cultural Approach**
- **Service Quality Delivery Methodology and Models**

Research Plan

Total Population	:	(1) 32000* (Japanese Tourist)
		(2) 220** (Tourist Stake Holder)
Sample Size	:	(1) 680 (Japanese Tourist)
	:	(2) 22 (Tourist Stake Holder)
Sample Method	:	Stratified
Area of the Study	:	Rajasthan
Statically Tools	:	Descriptive
		ANOVA

*Annual Progress Report 2011 - 2012, Tourism Department, Government of Rajasthan

**India Tourism Statistics 2011

ANNEXURE VI

CHAPTER WISE DETAILS OF PROPOSED RESEARCH WORK

CHAPTER I
INTRODUCTION

- Definition, classification and Modern tourism
- Trends and Approaches in tourism industry
- Tourism as an Industry
- Tourism as product
- Tourism and Travel related industrial Components
- Tourism planning policy with special reference to India and Rajasthan
- Scope of study
- Research Methodology
- Limitations of the study

CHAPTER II
TOURISM DESTINATION AND SUPPLY COMPONENT

- Tourism and its measurement in Rajasthan
- Natural Recourses
- Infrastructure
- Transportation
- Matching Supply with demand
- Measuring Demand

CHAPTER III

- Analysis of the Model of Destination Competitiveness
- Core Resources and Supporting Factors and Resources
- Created Resources
- Destination Management
- Demand Conditions
- Situational Conditions
- Swot Assessment of Rajasthan Tourist Destination
- Competitiveness Analysis
- (Socio-Demographic Indicators)
- Competitiveness Analysis
- (Political- Economic Indicators)
- Survey of Rajasthan Tourism Stakeholders
- Hypothetical Test

CHAPTER IV

MOTIVATIONAL AND BEHAVIOURICAL APPROACH OF TOURISTS

— Profile of Japanese Tourists
— Tourist Motivation
— Tourist Inflow blow
— Indo-Japan Socio-Culture Ties

CHAPTER V

ANALYSES AND INTERPRETATION OF DATA

— Survey Analysis
A. Respondents: Japanese Tourists
B. Respondents: Service Provider and Regulating Agencies
— Data Analysis
— Hypothesis Testing
— Weighing the Pros and Cons of Tourism Related Economics
— Expenditure Pattern of the tourists at various Destinations

CHAPTER VII

MODEL RECOMMENDATION CONCLUSION AND SUGGESTION

— Destination Management: Issues and Model Recommendation
— Suggestions

Bibliography

Appendix

BIBLOGRAPHY

1. Acharya, R. (1980).Tourism and Cultural heritage of India. Rajasthan Book house, Jaipur.

2. Akhtar,J. (1990) Tourism and Management in India, Ashish Publication, New Delhi.

3. Al, R. and Jack,T.(1981).Positioning ; The Battle for your Mind.Warnerbooks, New York

4. Report Of The India-Japan Joint, Study Group June 2006, Tourism and Travel Related Services.Goverment of India.

5. Czepiel,J.A. et. al. (1974) Perspectives on Consumer Satisfaction. In R. C. Curhan (Ed.). *1974 Combined Proceedings Series No: 36*. American Marketing Association.USA

6. Edwards, A. (1993) *Price Competitiveness of Holiday Destinations: Costs from European Travellers II (Research Report)*, The Economist Intelligence Unit, London.

7. Fishbein, M. and I. Ahjen (1975) *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Addison-Wesley, USA.

8. Goodall, B. (1988) How Tourists Choose Their Holidays: An Analytical Framework, in B. Goodall and G. Ashworth (Eds.) *Marketing in the Tourism Industry: The Promotion of Destination Regions*, London: Routledge.

9. Goodall, B. (1990) Opportunity Sets as Analytical Marketing Instruments: A Destination Area View. In G. Ashworth and B. Goodall (Eds.) *Marketing Tourism Places*, London: Routledge.

10. Goodall, B. and J. Bergsa (1990) Destinations as marketed in Tour operators' Brochures, In G. Ashworth and B. Goodall (Eds.) *Marketing Tourism Places*, London: Routledge.

11. Keller, P. and E. Smeral (1997) Increased International Competition: New Challenges for Tourism Policies in European Countries. *WTO/ CEU-ETC Joint Seminar: Faced with Worldwide Competition and Structural Changes, What are the Tourism Responsibilities of European Governments*, Salzburg, Austria (9-10 April)

12. Kotler, P. (1994) *Marketing Management: Analysis, Planning, Implementatio and Control*, Eighth Edition, New Jersey: Prentice Hall International Editions.

13. Kotler, P., J. Bowen and J. Makens (1996) *Marketing for Hospitality and Tourism*, Prentice Hall, New Jersey.

14. Laws, E. (1995). *Tourist Destination Management: Issues, Analysis and Policies,* New York: Routledge.

15. Laws, E. (1995). *Tourist Destination Management: Issues, Analysis and Policies,* New York: Routledge.

16. *Majo, E. J. and L. P. Jarvis (1981). The Psychology of Leisure Travel: Effective Marketing and Selling of Travel Services, CBI Publishing Company. Boston*

17. *Geoffrey I. Crouch, (2007). Modeling destination competitiveness, A Survey and Analysis of the Impact of Competitiveness Attributes, Australia*

18. Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*, New York: Free Press.

19. Rajasthan Development Report (2006),Planning Commission, Government of India

20. Monique Choy, Sarina Singh. (2002).Rajasthan, Lonely Planet, New Delhi

21. Rajasthan: The State Profile – 2011, PHD Research Bureau, PHD Chamber of Commerce and Industry

22. Report of the India-Japan Joint, Study Group June 2006, Tourism and Travel Related Services. Government of India.

23. Ryan, C. (1995). Researching Tourist Satisfaction, Routledge.Sandbach, London

24. Smeral, E. (1997) The Importance of Tourism for the Economic Policies of European Countries, WTO/CEU-ETC Joint Seminar: Faced with Worldwide Competition and Structural Changes, What are the Tourism Responsibilities of European Governments, Salzburg, Austria

25. Tarlow, P. E., A. Pizam and J .Bloom (1996) The Role of Making Tourists Feel Safe, The 27th TTRA Annual Conference, Las Vegas, Nevada

26. Tourism Policy 2007, Government of Rajasthan, Rajasthan

27. Tourism Sector in India, Lok Sabha Secretariat, Parliament Library And Reference, Research, Documentation And Information Service (Larrdis)

28. Travel & Tourism Competitiveness Report 2013, Switzerland